



WROC  
201 Humboldt St  
Rochester, NY 14610

Shorr Johnson Magnus  
100 North 20th Street  
Suite 201  
Philadelphia, PA 19103

# Contract # 1438781

Schedule Dates	09/29/16-10/03/16	Date Entered	09/28/16
Advertiser	Charles Schumer/US Senate/Democrat/NY (83888	Last Modified	09/28/16
Agency	Shorr Johnson Magnus (19332)	Entered By	Laura Keil
Product	Political - US Senate (1077)	CO-OP	No
Brand	EST 2016 ELECTION (\$61492)	Headline #	
Salesperson	Rochester, House (1083)	Demo	Normal
Sales Office	Rochester	Order Type	Normal
Buyer Name	HOLLAND, ELIZABETH	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$3,127.50
Account Types	National/Political	Net Total	\$17,722.50
Billing Type	Standard	Sales Tax	
Comments	CHARLES SCHUMER FOR SENATE :60 SEC SPOTS		

Rochester (WROC)		
By Broadcast Month	Spots	Rate
Oct. 2016	15	\$20,850.00
Grand Total:	15	\$20,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/29/16-09/29/16	3	1:00	7A- CBS THIS MORNING					1				1	\$800.00	\$800.00	Rochester (WROC)	CBS THIS MORN	9/28/16
2.0	Normal Line / SPOT	09/30/16-09/30/16	3	1:00	7A- CBS THIS MORNING						1			1	\$800.00	\$800.00	Rochester (WROC)	CBS THIS MORN	9/28/16
3.0	Normal Line / SPOT	10/03/16-10/03/16	3	1:00	7A- CBS THIS MORNING							1		1	\$800.00	\$800.00	Rochester (WROC)	CBS THIS MORN	9/28/16
4.0	Normal Line / SPOT	09/29/16-09/29/16	3	1:00	7:28P- JEOPARDY!					1				1	\$2,700.00	\$2,700.00	Rochester (WROC)	JEOPARDY	9/28/16
5.0	Normal Line / SPOT	10/03/16-10/03/16	3	1:00	7:28P- JEOPARDY!							1		1	\$2,700.00	\$2,700.00	Rochester (WROC)	JEOPARDY	9/28/16
6.0	Normal Line / SPOT	09/29/16-09/29/16	3	1:00	6:58P- WHEEL OF FORTUNE					1				1	\$2,500.00	\$2,500.00	Rochester (WROC)	WHEEL	9/28/16
7.0	Normal Line / SPOT	09/30/16-09/30/16	3	1:00	6:58P- WHEEL OF FORTUNE						1			1	\$2,500.00	\$2,500.00	Rochester (WROC)	WHEEL	9/28/16
8.0	Normal Line / SPOT	09/29/16-09/29/16	3	1:00	11:35P- The Late Show with Stephen Colbert					1				1	\$650.00	\$650.00	Rochester (WROC)	COLBERT	9/28/16
9.0	Normal Line / SPOT	10/03/16-10/03/16	3	1:00	11:35P- The Late Show with Stephen Colbert							1		1	\$650.00	\$650.00	Rochester (WROC)	COLBERT	9/28/16
10.0	Normal Line / SPOT	09/29/16-09/29/16	3	1:00	11P- NEWS 8 AT 11						1			1	\$1,400.00	\$1,400.00	Rochester (WROC)	NEWS 11P	9/28/16
11.0	Normal Line / SPOT	09/30/16-09/30/16	3	1:00	11P- NEWS 8 AT 11							1		1	\$1,400.00	\$1,400.00	Rochester (WROC)	NEWS 11P	9/28/16
12.0	Normal Line / SPOT	10/03/16-10/03/16	3	1:00	11P- NEWS 8 AT 11								1	1	\$1,400.00	\$1,400.00	Rochester (WROC)	NEWS 11P	9/28/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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See the back of this document for Advertising Contract Terms and Conditions



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**Contract # 1438781**

**Schedule Dates** 09/29/16-10/03/16  
**Advertiser** Charles Schumer/US Senate/Democrat/NY (83888)  
**Agency** Shorr Johnson Magnus (19332)  
**Product** Political - US Senate (1077)  
**Brand** EST 2016 ELECTION (561492)  
**Salesperson** Rochester, House (1083)  
**Sales Office** Rochester  
**Buyer Name** HOLLAND, ELIZABETH  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** CHARLES SCHUMER FOR SENATE  
:60 SEC SPOTS

**Date Entered** 09/28/16  
**Last Modified** 09/28/16  
**Entered By** Laura Keil  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,127.50  
**Net Total** \$17,722.50  
**Sales Tax**

Rochester (WROC)		
By Broadcast Month	Spots	Rate
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<b>Grand Total:</b>	<b>15</b>	<b>\$20,850.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT	10/02/16-10/02/16	3	1:00	8A- 10:30A (EST)								1	1	\$1,900.00		Rochester (WROC)	CBS SUN MORN - NA WHEN BOOKED	9/28/16
13.0.1	Closed Preempt	10/02/16															Rochester (WROC)	Pre-Empt/Exception - COLBERT	9/28/16
14.0	Normal Line / SPOT	09/30/16-09/30/16	3	1:00	11:35P - The Late Show with Stephen Colbert						1			1	\$650.00	\$650.00	Rochester (WROC)	CBS SUN MORN - NA 10/2/16; 9/28/16 MG 1X 9/30 NEWS NOON; PART OF REVISION #1	9/28/16
15.0	M/G For 13.0.1 / SPOT	09/30/16-09/30/16	3	1:00	11:59A- NEWS 8 AT NOON						1			1	\$700.00	\$700.00	Rochester (WROC)	CBS SUN MORN - NA 10/2/16; 9/28/16 MG 1X CBS SAT MORN 10/1/16; PART OF REVISION #1	9/28/16
16.0	Normal Line / SPOT	10/01/16-10/01/16	3	1:00	9A- CBS THIS MORNING: SATURDAY							1		1	\$1,200.00	\$1,200.00	Rochester (WROC)	CBS SUN MORN - NA 10/2/16; 9/28/16 MG 1X CBS SAT MORN 10/1/16; PART OF REVISION #1	9/28/16

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

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